PROGRESS REPORT

TO THE

FUND FOR ADULT EDUCATION

FROM THE

NATIONAL ASSOCIATION

OF

EDUCATIONAL BROADCASTERS

SEPTEMBER 1954

URBANA, ILLINOIS

TABLE OF CONTENTS

	Page No.
General Statement and Background	1
Details of Operation and Services:	10
ADULT EDUCATION "BIG FOUR" PROJECT	10
NEWSLETTER, AND PUBLICATIONS EXCHANGE	11
NAEB REPRESENTATION	13
MEMBERSHIP	15
THE NAEB NETWORK	16
COMMITTEE ACTIVITIES	18
Associate Members Committee	19
Constitution Committee	19
Engineering Committee	20
In-School Program Committee	21
International Relations Committee	22
Membership and Credentials Committee	22
Organizational Liaison Committee	23
Professional Advancement Committee	24
Publications Committee	24
Public Relations Committee	24
Radio Network Acceptance Committee	25
Radio Program Planning Committee	25
Research Committee	25
Television Operations Committee	26
In-School Seminar and Workshop and Scholarship Planning Committees	26
Advisory Committee to the President of the ETRC	27
STAFF: HEADQUARTERS AND NETWORK	27
BUDGET AND DETAIL WORK	28
Services Made Possible by FAE Grants:	30
TV ENGINEERING SERVICE	30
PLACEMENT SERVICE	34
MANAGEMENT CONSULTANT SERVICE	38
WORKSHOPS, SEMINARS, SCHOLARSHIPS	42
GRANTS-IN-AID	44
TV MONITORING STUDIES	45
Conclusion	47
List of Exhibits	50

REPORT TO THE FUND FOR ADULT EDUCATION

from the

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

I. GENERAL SUMMARY STATEMENT AND BACKGROUND

As one of the oldest professional organizations in America, started in 1925, the NAEB existed for many years as an organization in which the representatives of some twenty or thirty institutions owning and operating college stations met more or less informally together once or twice a year, whenever conferences of larger or more important groups saw them assembled. It was not a particularly strong or confident group since in virtually every bout in which real (usually commercial) competition was encountered, educational broadcasting had come out second best. The number of educational stations had already been virtually decimated, being reduced from over 200 to some 30 between the early 1920's and the early 1940's.

Most members of the small organization realized that this situation was due largely to lack of genuine organization, lack of adequate budgets, lack of status within their own organizations (which frequently meant lack of respect for the medium of radio, which was thought of and too often characterized by the salesman and the "showman" approach), and lack of representation at the national and higher educational levels.

The possibility of opening up new space in the spectrum, as FM was being considered, along with the above conditions, led to increasingly serious discussions of a recognized and reserved place in the American educational picture, and specifically in the wireless spectrum, for educational broadcasting. This, it was thought, would prevent a repetition of the earlier decimation in which education, in many areas and respects the pioneer in radio in America, lost some of the finest station channels in the United States to commercial broadcasters, and almost completely lost out in competition for clear channels which have later proved to be worth millions.

During the middle 1940's modest efforts were made by NAEB leadership to begin to hold conferences with some of the oustanding educational planners in the nation. The NAEB's confidence in its mission and task was strengthened by several factors: 1) its success and leadership in rallying support to secure specific allocations in the FM broadcast spectrum for educational use exclusively; 2) the friendliness and understanding with which its proposals and thoughts were met in the FCC as then constituted; and 3) the apparent favor with which certain foundations looked upon its plans and proposals.

In the late 1940's funds were secured for the first of what was to be a series of three Allerton House Conferences, at which broadcasters, subject-matter specialists, and social scientists particularly, met together for two-week periods, long enough to begin to hammer out communications blueprints for the future. Out of these meetings came a dream...but also broad outlines for what, it now became obvious, would require considerably greater resources than the NAEB had at its disposal, plus a permanent staff and office. Committees began to draw up plans which could be presented as requests for foundation support for the long-term problem. In succeeding months and years these plans were drafted and redrafted many times by many NAEB members.

Meanwhile, however, the work of the Association had to go on. One of the tasks which the members wished to undertake without undue delay was the starting of an exchange of programs which might be considered a sort of experimental (educational) mutual network operation. In 1950 this project was started. Tapes of We Human Beings, programs from the Lowell Institute in Boston, were distributed from WNYC in New York at first. These programs were "bicycled" from station to station. There were few resources except a box of postage stamps and a stack of tapes (both gifts), and a great deal of good will and enthusiasm. The number of programs which could be thus exchanged was small. Loss and damage were high. The nerves and tempers of both senders and recipients or intended recipients were frequently frayed.

The limits of this sort of operation were soon reached. However, a start had been made. A trial effort had proved the validity of the idea, which had been heretofore untested. Further meetings were held to refine the plan, which was developing, of what the NAEB and its member stations could do if adequate financing and a central office were available.

Out of these meetings came a five-year plan of routine procedures, plus the ideas also for special projects. During this period according to this plan, an educational network would be launched, a central office for the Association would be established, and professional, service and research activities would be inaugurated which would put educational broadcasting on its feet and on the map. The first part of this plan (funds for Headquarters and Network office and operation) found realization in the W. K. Kellogg Foundation grant of 1951, to run through June of 1956. Grants for the special projects visualized were received from the Ford Foundation and, later, the FAE.

At this stage it can safely be stated that more has been accomplished in the first three-year period of these grants than even the most ambitious and visionary NAEB Board members or consultants expected. Although accomplishments were far above those anticipated, the size and complexity of the tasks and problems which continued to develop and emerge were even more so, for wireless communications turned out to be one of the fastest-changing and fastest-developing fields in the world. However, in one respect: the ability of stations to support their own association financially (as was visualized in a schedule of fazing out Kellogg Foundation support for both Network and Headquarters operation, so that both were self-supporting or nearly so by 1956) a sobering discovery was made.

The financial resources and qualifications of those schools which became FM licensees as the new spectrum space opened up were not of the same order as those of the earlier stations, which had been used as the basis of the projection which

visualized self-support by the end of the fifth year. Too rapid a rate of dues increase ran the risk of forcing many to drop out of the Network, or even out of the Association, because of inability to secure even the extremely modest sums involved. Original plans and ambitions have had to be tempered with a recognition of realities. Success is now believed assured, and will undoubtedly be realized in this effort, but considerably more slowly than many had hoped, and with a considerably larger number of strictly financially-caused mortalities than was expected.

The cost of the struggle for channels for education in television (in which the NAEB took a leading part, a former NAEB President becoming the Executive Director of a new organization, the Joint Committee on Educational Television (JCET), which rallied educational forces and organized the campaign which ended in success) and of the services needed by prospective and actual educational TV stations, out of all proportion to their number, has also proved far higher than anticipated. A larger share of the NAEB budget than was anticipated or earmarked has had to be budgeted for television if educational television was to become a reality, and if the NAEB was to remain the central association of both TV and radio for education. Many special projects, most of them made possible by FAE grants, have also been necessary, and will continue to be needed. Fortunately much of the material needed has been able to be produced by NAEB committees. For out of the membership-based structure of the NAEB has emerged one of its greatest strengths: much of the work of this Association is actually and economically done by committees, as many of the NAEB's finest and most useful publications will reveal. If these various studies had had to be commercially contracted for, the cost would have been many millions more. And funds of this order were not available.

One of the most critical situations to develop during the last year, and briefly alluded to above, was the strong possibility that a splinter organiza-

tion for educational television only would be formed. This possibility no longer seems likely. But the toll in time and patience has been great. In recent meetings of the NAEB President and Executive Director with the Joint Committee on Educational Television (JCET), the National Citizens Committee for Educational Television (NCCET), the Educational Television and Radio Center (ETRC), and the American Council on Education (ACE) Television Committee, during the past few weeks and months, under the chairmanship of Dr. Arthur Adams of the American Council, we have been gratified to find our unique position firmly established and the NAEB recognized as the permanent and central association in educational wireless communications. For it would be a great tragedy if modestly financed and under-staffed stations were expected to support a multiplicity of organizations, all alleging to be their indispensable protectors and sponsors. All but one of the educational television stations on the air in the United States are NAEB members. And an increasing proportion of NAEB officers are television directors or television station managers.

It is now increasingly apparent that the NAEB is here to stay, with no need for it to affiliate or compromise with other groups in any way which will significantly impair its independence and freedom of action. It is now recognized as a leader instead of a follower, and the NAEB Board meetings scheduled during the next year with America's leading school superintendents, college and university presidents, and other leaders will insure that its course will increasingly be educationally responsible and carefully considered.

Through the aid granted by the FAE and other foundations, educational broadcasting has strengthened its position in the United States. "Delivery facilities" for educational materials have been greatly improved in radio and carefully planned and started in television. This strengthening and improvement have come mainly from the broader scope of activity and wider sphere of influence which FAE and other grants have made it possible for the NAEB to exert.

Since 1950 the NAEB Network, so tentatively launched, has become world-renowned. Present plans for at least one commercial network, NBC, call for careful consideration of converting from an interconnected one to a tape network for radio. This would put the NAEB at least three years ahead of commercial radio. Steady programs of workshops, seminars and scholarships have helped several hundreds of present and future educational radio and TV staff members to secure more adequate training and inspiration. NAEB scholarship certificates now hold a place of honor on the walls of the offices of many fine educators. The first real headquarters for educational broadcasting in the world is conducting itself with dignity and honor, making American educational broadcasters the best informed broadcasters in the world. A "University of the Air" (in which the NAEB provides the American representation) has been created in Europe, whereby programs are exchanged among themselves and with the NAEB by the 21-nation members.

One reason for the greatly increased productivity of NAEB committees and the NAEB Board as suggested by its growing energy and activities is that, thanks to Foundation assistance, they have been able to meet and carry on their business on a face-to-face basis. Regional meetings of members have also been possible, to develop educational radio and television locally. The first NAEB regional meeting in the history of educational broadcasting was held in Norman, Oklahoma, March 28-30, 1952. Since then such meetings have also been held in North Carolina, Michigan, and Oregon, with plans for two additional ones during the next year in the Eastern States, and at Ames, Iowa. During 1952-53, the NAEB sponsored a seminar for Public School Broadcasters, and in 1953-54 a Seminar for Writers of In-School Programs.

During the last three years, the NAEB also has increased liaison with broadcasting systems of foreign countries and with other educational organizations in

the United States. It also has administered three series of Grants-in-Aid, with funds provided by the FAE, which have produced broadcast series, both radio and television, which have further enhanced the prestige of educational broadcasting, the Network and the NAEB in general. (For details concerning the Grants-in-Aid and other FAE-sonsored projects mentioned briefly in this summary, see later sections of this report.)

Through a series of seminars, workshops and scholarships, made possible by grants from the FAE, the NAEB has carried on a continuing program for the training and upgrading of personnel in educational broadcasting. Two educational television production workshops have been held, one in 1953, and one just completed. Last year (summer 1953) the NAEB also held an Educational Television Seminar (Lincoln Lodge) and an Educational Television Station Management Seminar. In October of this year an NAEB Television Engineering Workshop is being held in the New York area. During the summer of 1954 scholarships of $150.00 each were granted to 20 persons to allow them to attend television workshops and/or regular university and college summer sessions where they might take advanced and generally intensive work in television courses.

During 1953-54, particularly, in line with the international interests, contacts and background of the new Executive Director, the NAEB established publication exchanges with foreign broadcasting systems and other educational organizations which spread the name and respect of the NAEB around the world. 1953-54 also saw the establishment, at NAEB Headquarters, of a central Educational Television and Radio Placement Service for the United States, a Station Management Consultation Service, and a new full-time TV Engineering Service. All these services are made possible by grants from the FAE. The NAEB also coordinated the selection and European missions of the American Fulbright scholars in radio and television, and began basic discussions with other government agencies to serve as the coordinating center for all such exchange-of-persons activities in wireless communications fields.

As this is written, the U. S. Information Agency's plans to distribute nearly 2,000 copies of the FAE-NAEB Jeffersonian Heritage scripts as published in book form by Beacon Press are completed. The demand for albums of this series, plus Ways of Mankind and People Under Communism, both in the U.S. and abroad, is increasing. Thanks to the efforts of our Fulbright Scholar to France, Radiodiffusion Francaise during the last year has translated and broadcast four of the Jeffersonian Heritage programs. Teachers' manuals for Ways of Mankind are now in process of discussion with interested educators both in the U.S. and abroad.

NAEB relations with such other organizations as UNESCO and the UN are also becoming increasingly close. At present it is hoped that joint NAEB-UNESCO projects now under discussion in the areas of basic research on radio and television as cultural media, and on their uses for workers' education, may materialize within the next twelve months.

Meanwhile the membership of the NAEB has increased to 243 members. During 1953-54 four Engineering Committee reports, six Television Operation Committee reports, and the first of a series of Research Committee Reports, were published. In addition to the reports mentioned above, the results of these and other committee meetings were a revised constitution, more programs auditioned by the In-School Program and the Network Acceptance Committees, increased exchange of foreign programs through the International Relations Committee, over 30,000 lines of publicity in newspapers and trade magazines, and the processing of nearly 300 applications for the 120 NAEB Scholarships, Fellowships, and Television Workshops, made possible by FAE grants, which were handled during the 12-month period from October 1953 to October 1954.

Much has been done. But much still remains to do. The NAEB's efforts to serve its membership and the cause of education, providing wise and broad leadership and essential services to educational broadcasting throughout the world,

will not be relaxed, though it will obviously have to be adapted to available funds and to the other realistic conditions which will arise and prevail in so rapidly a changing picture as is the rule in wireless communications.

The job which the very wise planners who submitted the first project plans had thought could be done in five years, it is now obvious, is a job which will consume far more time, and consume far more money and energy than was then thought. This is a tribute to the importance of the general area in which foundation support has been given, as well as to the energy of the NAEB in opening it up. If support for considerably longer than was originally considered necessary now must be sought, it is not a result of failure, but of success.

Also there have been many distractions and competing events to retard the development of that public sentiment and understanding which must exist before educational broadcasting can exist without foundation assistance. Organizations besides the NAEB have found the past three years full of energetic, uncontrollable forces, as well as distractions and surprises. It is these forces, and the need to develop understanding and controls for them, that makes the NAEB believe that its role will continue to be an increasingly essential one in both the American and the world's education and communications picture.

II. DETAILS OF OPERATION AND SERVICES

A. Adult Education "Big Four" Project

Although this brief mention does not pretend to the status of a report on the Big Four NAEB Adult Education Committee project for which Mr. Ralph Lowell handled the funds, any summary statement on FAE-NAEB relations would be incomplete if some reference thereto were not included. A complete published report on this project, as prepared by Mr. George Probst, is understood to be near completion, and will be forwarded soon.

Meanwhile the perspective which the intervening years have given on this project confirms its success as an example in revealing what educational broadcasting could do if adequate funds were available. The evaluations of some or all these series by Test Cities Discussion Groups, and by broadcasters and educators, are well known. Voices of Europe finally ran to 65 programs, ending February 13. There have been many imitations since then, and the NAEB this past year was itself able to offer a similar series: Asia Reports, financed largely by the National Committee for a Free Asia and Radio Free Asia. It was carried by 65 stations, and received many complimentary notices.

Ways of Mankind I and II have won all conceivable awards, and a total of 472 albums, including free copies for various nations unable to pay, have been distributed around the world so far, with the demand still growing. The Beacon Press edition of the scripts of the first series are now also available. The Prix Italia Jury last year was also deeply impressed by this great series.

The Jeffersonian Heritage has become perhaps the best-known set of radio or recorded programs in the world on the meaning, in understandable form, of democracy, liberalism and the American way of life. 331 albums, and 3953 books of scripts for this series have already been distributed.

People Under Communism, less widely promoted, has also recently begun to meet with wider distribution and greater understanding during the past year.

All in all, these series as an example, followed by Grants-in-aid to help develop local abilities to produce high-quality programs, are believed by us to have provided an impact on the communications structure in America which should indeed be gratifying to both the FAE and the Ford Foundation. The NAEB is proud of the role it has been privileged to have in this effort.

B. Newsletter, and Publications Exchange

During this year, as always in the past, the number of pressures from day to day deadlines and other sources on the Executive Director (and later also on the Associate Director) have been such that the Newsletter has not received the maximum or optimum attention it deserves. Nevertheless it is believed that it has been considerably improved. It now contains regular features from NAEB Fulbright Scholars abroad, and is generally improved in both its international and local values (Exhibits 1 and 2). In view of the international background and interests of the present Executive Director, as mentioned earlier, regular free exchanges of publications have been instituted with most of the nations in Western Europe, as well as Australia, and certain Eastern nations, such as Japan. In a recent Journal of the Italian Radio System, distributed in Italian, worldwide, three out of the first five lead quotations were from the NAEB Newsletter. The flow of materials in French, Italian, German, and Japanese, plus those from Australia, Canada, and Britain are increasingly informative and friendly illustrations of one of the little-known facets of NAEB Headquarters activity.

The use of NAEB materials (manuals, reports, scripts, recordings) around the world is beginning to grow, and is being encouraged in spite of the problems of language, customs and duties, and other hazards. We treasure especially highly the thank-you notes reaching us from Pakistan, Egypt and other areas in

which our materials are greatly sought after. And it is believed that in NAEB members and Newsletter readers in general there is developing a new interest in foreign programs and news of foreign countries and communications problems.

This expansion of international aspects has been carried out without neglect of local responsibilities. The largest problem, from this point of view, is still to secure significant news of NAEB activities from its scattered and busy members. This will require more time than the present staff has available to solve adequately although progress is gradually being achieved.

During the last few months several new features (reviews of books of interest to NAEB member representatives; regular personnel and placement news; and news on joint projects of the NAEB with other groups--such as the ETRC, NPAC (National Project for Agricultural Communications), and American Council for Better Broadcasts do suggest gradual, though slow, improvement in the functions and offerings of the NAEB Newsletter, with proportional increase in its distribution which now numbers slightly over 400 copies per month. (Attached as Exhibit 3 is a recent communication on a TV program proposal, which will illustrate the NAEB's overall efforts to provide all possible help in raising the level of program offerings.)

Beyond Newsletter contacts, the efforts of the Headquarters staff always to give courteous replies to all inquiries has resulted in a greatly increased load of mail from students, clubs, and other groups which we feel to be of great importance in the American System, and to the future of educational television and radio. To handle many of these inquiries, and those from the many directories and other national organizations calling upon us for information, advice and help, we devised inexpensive, simple and succinct historical statements about the NAEB (See Exhibit 4). As soon as the NAEB Constitution revision is complete (it is now being voted on by the membership) it is our hope to secure funds for the publication of NAEB brochures to tell the story

of educational broadcasting, the NAEB, the NAEB Radio Network, and the role of the foundations in this movement. Meanwhile, we attempt to provide the most complete data available, and to encourage efforts, many of which are now in graduate-student research stages, to produce an adequate history of this area to deserve publication.

C. NAEB Representation

During the past year the NAEB was invited to provide representation as the Association of educational broadcasters at a considerable number of functions, both abroad and in the U.S. In most cases, in view of the NAEB's limited travel budget, this had to be done by the NAEB representative nearest to the scene, or at the expense of individuals or organizations other than the NAEB.

Following the trip abroad of three NAEB representatives to attend the Educational Broadcasting Convention and to establish various NAEB contacts in Europe in 1952, and representation at the International University of the Air Convention in Paris, in April of 1953, Mr. Seymour Siegel, chairman of the NAEB International Relations committee was able again, principally at his own expense, to represent the NAEB at Italian and other conferences last summer. While there he also served as a judge for the world-famous Prix Italia, which provides world-wide awards for original and quality programming, and helped establish contacts and working relationships for Fulbright Scholars in England, France, and Italy. Following the audition of two NAEB entries (including Ways of Mankind) experimentally, for the first time, at the 1953 Prix Italia Conference, a new (educational program) classification was established. As the year ends, the NAEB is again participating, both as judge and entrant.

Our general representative to the Prix Italia this year is Graham Hovey, our Fulbright Scholar, who has been reappointed for a second year. His Letter From Italy is a weekly NAEB Network feature. The NAEB - U.S. Judge, for the

Prix Italia Jury for entries in the musical category, is Mr. Henry Leff, Director of Radio and Television at the City College of San Francisco, who is also studying in Europe during the next year and representing the NAEB.

During the past year, also, NAEB President Graydon Ausmus, thanks to funds from a separate ETRC-FAE grant, represented the NAEB and the U. S. at the International Conference of Music Education for Youth and Adults, in Brussels, Belgium. While in the European area, he also spent one week at the BBC, and in conferences with representatives of the French and other broadcasting organizations at a time when various conferences brought various key broadcasting people together. A brief report on his visit, as well as that of Mr. Siegel and letters from abroad by our Fulbright Scholars, have been carried in various NAEB Newsletters, where further details can be found.

Suffice it to say here that all the above trips were richly rewarding in the contacts, understandings and exchanges established. The NAEB is now looked to as representative of American radio and television in the International University of the Air organization, which it has officially joined, and in the numerous other organizations and relationships developing in both Radio and Television in a shrinking world.

In addition to the above foreign representation, the NAEB was represented as often as possible at dedications, conferences, workshops and other similar functions in the United States. The NAEB President visited new television stations, and/or assisted in their dedications, at Los Angeles, Houston and other locations, as well as making well over a score of public appearances at various conferences. The NAEB was represented by its Treasurer, Mr. Frank Schooley, at the dedication of Station WQED-TV in Pittsburgh. The Executive Director, following a whirlwind study-tour, on an FAE study grant, to visit over 30 key NAEB members in all six Regions, also represented the NAEB at various television station dedications, University President inaugurations, meetings of

the television committees and conferences of such organizations as DAVI, NPAC, the Adult Education Association, The American Association for Better Broadcasts, the Council of National Organizations, the American Association of School Administrators, the Film Council of America, etc. As the year eneded part of this Headquarters representational travel load was taken over by the Associate Director, who represented the NAEB at the recent Toledo CNO Television Workshop, Film Council Planning Committee Conferences, and others.

One of the strengths of the NAEB is revealed in the fact that probably no organization has had the amount of representation both in America and abroad that the NAEB has had, for the financial outlay incurred. The entire cost to the NAEB, for all the above, was less than three thousand dollars for the year, which reveals the advantages of the strategic locations of NAEB members, and the values of having, as NAEB representatives, various people who are members also of other professional organizations and societies.

These representational contacts (and many important examples have been omitted), together with the exchanges of publications, persons, ideas and programs, and the constant, inspired work of the International Relations Committee, illustrate what we believe are very substantial prestige gains by the NAEB during the last year. As this was being written, we have taken time out to discuss, with an Exchange of Persons representative of the State Department, what we hope will be even more significant gains during the next year as the NAEB's role in the planning of exchange programs, and the selection of specialists and scholars for such programs, is recognized and implemented.

D. Membership

At the present time (September, 1954) the NAEB has 243 members, an increase of approximately 20 per cent over one year ago when the membership totaled 202. This increased participation and interest in the activities of the NAEB speaks

well for the services that are being rendered to the membership. The current membership is made up as follows:

Active members		116
Radio	108	
Television	8	
Associate members		100
Radio	98	
Television	2	
Affiliate members		27

Two years ago the NAEB also created a special category, the Honorary Membership, so that persons deserving of special recognition might be honored. The first such membership was granted to Mr. Paul Walker, retiring Chairman of the FCC.

During the past year, the second such honor ever bestowed by the NAEB was granted to present FCC (Acting) Chairman Rosel H. Hyde, who, in his new duties, has been a great friend of educational broadcasting, and a bulwark, with other fine FCC members, against the loss of channels reserved for Educational Television. A copy of the Honorary Membership Certificate developed for this award is attached (Exhibit 5.). A recognition certificate was also presented to Mr. Ralph Lowell as a token of appreciation for the role he played in making the FAE grant - NAEB produced Big Four series such an outstanding success.

E. The NAEB Network

During the 1953-54 period the Network distributed 28,000 hours of programming to its member stations. This is an increase of 27 per cent over the 1952-53 output and an increase of 115 per cent over the 1951-52 output. Over the three-year period of its existence, the Network has distributed over 50,000 hours of programming. Network service includes programs to a general audience and a special category of programs designed especially for listening in the classroom.

These thousands of hours of programs have been distributed to 81 member stations. Last year Network membership reached 85 stations, but when the assessment fee was increased in the steps prescribed for making the NAEB as nearly self-supporting as possible, during the five-year period of the Kellogg Foundation Grant scheduled to end in 1956, the number of stations dropped to 78. Since that time the number of Network stations has slowly increased to the present membership of 81, as more educational stations have gone on the air. According to the recently completed study of the NAEB Research Committee, the NAEB now has a potential radio audience of eighty million; half the population of the United States, plus parts of Mexico and Canada, for its program services. The television audience has not yet been accurately tabulated.

In 1952 the NAEB was distributing 6 hours and 45 minutes of programming per week to 65 stations. It is now servicing 81 stations with 7 hours and 15 minutes weekly, not including a heavy load of in-school programs. This means that approximately 1,000 tapes per week are sent out from NAEB Network Headquarters. In peak periods during the past year, in fact, over 1,200 tapes a week were sometimes mailed.

The sources of Network programs are increasingly becoming our own member stations. However, a great many program series have been contributed by such agencies as the American Foundation for the Blind, UNESCO, The American Society of Friends, the Cooper Union Forum, and the Air Training Command. Some programs from the British Broadcasting Corporation have been distributed to NAEB stations, and Network Headquarters has been the traffic office, arranging for the distribution of many other BBC programs directly to member stations. One series from Radio-Italiana and ten series from the French Broadcasting System were also broadcast by NAEB stations during 1953-54. The use by the French Broadcasting System of Jeffersonian Heritage has already been referred to (page 8).

The acquisition of a second mass duplicator during this past year has made possible a considerable improvement in both quality and economy of operations. It is now possible to begin to shift emphasis from the mass service to a more individual service type of operation. The various stations, of course, find this arrangement much more satisfactory, with the result that Headquarters-station relations have greatly improved.

The Network Manager has had five meetings of the Network Acceptance Committee, the In-School Program Committee, and the In-School Program Sub-Committee. These meetings have resulted in refinement of program selection procedures and a revision of methods of program offerings and distribution.

All in all the NAEB Network is providing an essential service to the educational broadcasting stations of America, and an organization with which European stations can exchange ideas, publications, personnel, techniques, and programs. Without foundation support this Network service, which 80 per cent of all member stations list as the most essential of all services which the NAEB provides them, would never have materialized or become a model for installations in many other parts of the civilized world. (Exhibits 6 and 7 give an indication of the expanded activities of the Network).

F. Committee Activities

Committees of the NAEB continued to be increasingly active during the past year. In this section complete reports are not possible, and some omissions will undoubtedly occur. This section is, however, intended to be generally indicative of committee work in the NAEB.

All of the committees held meetings at the annual convention last October at Norman, Oklahoma. Most of them met again at Columbus, Ohio in April, and carried on committee business throughout the year by correspondence. In addition, several of the committees (Engineering, Network Acceptance, In-School) were able to have additional meetings during the year as needed for special problems.

1. ASSOCIATE MEMBERS COMMITTEE: This year, as in the past, NAEB associate members have asked to be included in the program service of the NAEB Network. The principal hindrance to this is the problem of rights and legal restrictions. However, steps have been initiated to determine the number and need of associate members for program service. If the requests warrant it, some means will be found to supply the want. (See attached letter to Richard Bell, dated April 19, 1954, Exhibit 8). The radio solution to this problem is likely to be of interest to the ETRC in its relations with commercial TV stations in the numerous areas where educational stations are not available or in some cases are not yet even planned.

A second request from this committee is that the associate members have the right to vote in the affairs of the Association. Voting privileges have so far been restricted to active members, i.e. representatives of actual stations with transmitter facilities. All reports are now in to the Constitution Committee on this request, and this problem will be voted on at or before the October, 1954, New York Convention.

2. CONSTITUTION COMMITTEE: This committee has spent a great deal of time on a re-evaluation and study of the NAEB Constitution. They have formulated changes in the Constitution which clear up ambiguities and make revisions in such matters as dues, voting privileges and procedures, the qualifications of the national officers, standards of accreditation of prospective NAEB members, etc. The chairman of this committee, James Miles, has recently submitted to the members of this committee, to NAEB Directors, and more recently to the entire membership a draft of the proposed constitutional changes which will be approved at or before the New York NAEB fall convention. As soon as this is accomplished, and subject to the availability of funds, a new brochure will be issued which will carry the new NAEB Constitution and by-laws with the most recent changes and amplifications.

3. ENGINEERING COMMITTEE: This committee has been especially active and productive during the past year. Under the leadership of Chairman Carl Menzer, Director of the State University of Iowa's Radio Station WSUI, the committee has made several valuable contributions in the name of the NAEB to educational broadcasting, particularly in television.

At the October Convention in Norman, Oklahoma, the Committee reported on the joint meeting of representatives of the NAEB, the Fund for Adult Education, and the Educational Television and Radio Center, convened to discuss policy aspects in connection with the establishment and maintenance of technical standards for kinescopes. The committee also recommended that a full-time engineer be added to the staff of NAEB Headquarters and later screened applicants and selected the NAEB Television Engineer who began his duties July 1, on FAE-granted funds.

At the Columbus, Ohio, Meeting of the NAEB Board of Directors, the committee reported that it has made periodic reviews of the engineering situation and published several reports which were distributed to all members. The following reports have so far been published:

Television Equipment, May, 1953 (Exhibit 9)
Motion Pictures and Kinescope Recording for Educational Television, Vernon Putnam, May, 1953 (Exhibit 10)
Operating Techniques for Video Recorders, Keith Ketcham and Herbert T. Krajewski, July, 1953 (Exhibit 11)
Engineering Operations Problems Based on Three Years of Operation, November, 1953 (Exhibit 12)
The Theory of Video Recording, Joseph W. Belcher, March, 1954 (Exhibit 13)
NAEB Tape Recording, Carl H. Menzer, April, 1954 (Exhibit 14)

Mr. Menzer also made a (confidential) comparative technical study of magnetic recording tapes in order to determine which would be the best and most economical for use by the NAEB Network (Exhibit 15).

4. IN-SCHOOL PROGRAM COMMITTEE: This committee has auditioned 24 proposed series and handled 231 reels of tape in the last 10 months. This will give some indication of the increasing volume of work and submissions which operation of the Network involves. The series for broadcast during the 1954-55 school year were approved and are currently being distributed. The committee is currently auditioning series for broadcast during the 1955-56 school year. These series will be announced at the fall meeting of the committee just prior to the NAEB Annual Convention.

The committee held three meetings during the year. One was a sub-committee meeting held at Urbana, Illinois, where terms and standards used for various "school" programs were clarified. At the Columbus, Ohio, meeting in April the committee issued a report of its accomplishments and a description of its purposes and aims (Exhibit 16).

The results of a survey by this committee, as reported more fully in the May, 1954 NAEB Newsletter, show that close to one million children listen to NAEB in-school radio programs every week.

Yet another survey conducted by this committee through the NAEB Network office concerned station reactions to those in-school program series thus far distributed. Each in-school station was given a complete list of these series and asked to name those which they had found unsatisfactory, those which were satisfactory, and those of which they would like to receive further programs. Furthermore, the stations were asked to list those areas in which they most needed in-school programs. The purpose of this survey was, of course, to give the committee a more solid basis for its decisions in regard to the series currently under consideration for future distribution.

5. INTERNATIONAL RELATIONS COMMITTEE: This committee has arranged this year, as in the previous year, for outstanding programs from other countries to be made available to the NAEB Network. A total of 12 series, constituting 3,547 hours and 30 minutes of Network program time were provided. Some of the series which have been provided the NAEB include the Comédie Francaise, modern French plays, dramatic programs about great French poets, writers, and composers, musical programs covering contemporary French music, the French music festivals, Italian music, and the Prix Italia first award opera, Outward Bound With Columbus.

The work of this committee has undoubtedly done a great deal to bring to listeners to these programs a better understanding of the language and culture of other countries.

Our "indebtedness" to other countries program-wise, is, however, becoming a source of some self-consciousness to the NAEB. The NAEB has been able to reciprocate with far fewer programs than have been received. The Ways of Mankind has been broadcast by the Canadian Broadcasting Corporation. A few programs of The Jeffersonian Heritage have been broadcast by the British Broadcasting Corporation. The entire series has been translated into French and four programs have been broadcast over Radiodiffusion-Télévision Française. This contribution, however, is a small item as compared to what we have received. It is hoped that funds and procedures for correcting this may be found in the near future.

Further reference to the activities of the NAEB in international relations will be found under the headings: NAEB Representation and Newsletter and Publications Exchange, earlier in this report.

6. MEMBERSHIP AND CREDENTIALS COMMITTEE: This committee has processed many membership applications from various individuals and educational institutions over the country. Since June, 1953, there has been an increase of 41 in membership. Fourteen new active members, 17 new associates, and 10 new

affiliates were approved. Several candidates were turned down for inability to qualify fully. However, as the year ended it became apparent that procedures for still closer scrutiny of potential applicants, and improved statements of standards, will be necessary. It is hoped these also will be ready for a vote at the fall convention, in connection with the constitutional revisions.

7. ORGANIZATIONAL LIAISON COMMITTEE: This committee, which, under the chairmanship of NAEB Director Allen Miller, consists of (usually non-NAEB) representatives of various national educational and communication organizations, as an informal advisory group, met April 9 in Columbus, Ohio, for a luncheon meeting with the Chairman, the NAEB President, and the NAEB Executive Director. A further meeting is called for the October Convention as the NAEB takes the leadership in calling all these groups together for a discussion of the problems of educational broadcasting and organizational functions in order, as far as possible, to eliminate duplication in the field, and to insure maximum possible coordination of educational effort. The NAEB is also cooperating with the ACE Television Committee in the planning of a "Penn State Two Years After" Conference to be held this fall or winter. After basic discussion among all concerned, it was concluded that the American Council on Education, under the leadership of Dr. Arthur Adams, was the best possible organization to undertake this project, having also handled the first such conference.

Among the groups represented on the NAEB Liaison Committee are the national commercial networks, the Joint Committee on Educational Television (JCET), the Speech Association of America (SAA), the American Council on Education (ACE), the American Educational Theatre Association (AETA), the Educational Television and Radio Center (ETRC), the National Citizens Committee for Educational Television (NCCET), the Council of National Organizations (CNO), the Adult Education Association(AEA), the National Association for Better Radio and Television (NAFBRAT), the Department of Audio-Visual Instruction (DAVI), the U. S. Office

of Education, the National Project in Agricultural Communications (NPAC), the Association for Education by Radio-Television (AERT), the University Film Producers Association (UFPA), and the Southern Regional Education Board (SREB).

8. PROFESSIONAL ADVANCEMENT COMMITTEE: This committee's purpose is to help plan the improvement of professional training: i.e. curricular offerings and instructional programs in radio and television at colleges and universities. It is working on the setting up of general qualifications for educational radio and television personnel and also campaigning on behalf of the granting of proper credit or reimbursement to faculty participants on programs.

9. PUBLICATIONS COMMITTEE: This committee has been working out procedures to assist the NAEB Headquarters staff in the editorial preparation of the many reports and studies that have been prepared during the year, but not released, because of shortage of editorial staff and budget stringencies. It is currently working on a report of the Region VI Conference which should be available in the near future.

10. PUBLIC RELATIONS COMMITTEE: Under the leadership of Chairman Seymour N. Siegel, this committee has obtained over 30,000 lines of publicity for the NAEB during the past year. Stories on the NAEB have appeared in the New York Times, Variety, Billboard, The Saturday Review, the European Broadcasting Union Bulletin, the RAI (Italian) Weekly, and various ABC (Australian), BBC and CBC publications, not to mention numerous domestic newspapers which have picked up the stories from the wire services. Special releases were issued on such FAE-grant items as the Grants-in-Aid, the NAEB-FAE workshops and scholarships, seminars, the Placement and Engineering Services, the last Television Monitoring Study, and others, such stories generally being released from the New York area for maximum coverage.

11. RADIO NETWORK ACCEPTANCE COMMITTEE: During the past year this committee has auditioned 80 series of programs for possible use over the NAEB Network. This is of course beyond the work of the In-School Program Committee whose activities, as outlined above, it does not duplicate. This means that approximately 800 reels of tape have gone out from Network Headquarters to the members of the committee for auditioning only. During the past year, the committee has approved 43 of these proposed series and several special programs for the Network.

The work of this committee also includes acknowledgement of audition series sent. In a new function exercised through the Network Manager, constructive criticism of all series submitted is passed on to the submitting institution for the improvement of future series. This has undoubtedly been one of the hardest-working and most conscientious of all NAEB committees.

12. RADIO PROGRAM PLANNING COMMITTEE: At their August 21-22, 1953, meeting in Washington, D. C., this committee discussed several prospective series to be produced by the NAEB alone or in cooperation with other agencies. Some film series were also discussed. Since that time general liaison has been maintained between this committee, Headquarters, and the Acceptance Committee, in order to achieve more coordinated offerings on the NAEB Network. This committee is essentially a long-term planning group.

13. RESEARCH COMMITTEE: This committee conducted a survey of pay scales in educational stations and prepared a report based on the findings (Exhibit 17). Coverage maps (Exhibit 18) have been prepared and distributed. These maps show the extent to which educational radio stations blanket a great portion of the country. Similar maps are planned for television. Notable already is the extent to which successful educational television stations seem to be clustering in areas originally "opened up" by educational radio: the Mid-

west particularly. A survey has been made to determine the potential population coverage of NAEB member stations (See Exhibit 19). An Interviewer Manual (Research Committee Report #1; Exhibit 20) was recently distributed to all members. The committee is currently engaged in an inventory of the "manpower" consultant resources of educational broadcasting, the impact of the NAEB Network, and other significant projects beyond the coordination of the policy behind such studies as the Television Monitoring Studies. It is hoped that the results of the first of these studies will enable the NAEB to provide members with a list of experts in the various fields of broadcasting whom they can call upon for advice and consultation as needed, at less cost than most consultation services involve. This will be on a regional basis, so that the best expert in each field will be readily available for consultation without a great deal of travel and expense being involved. The need for a study of the NAEB Radio Network's program and cultural impact over the past three years, also in progress, is equally essential. There is some likelihood that a cooperative project with UNESCO may grow out of this study.

14. TELEVISION OPERATIONS COMMITTEE: This committee conducted a series of six studies into educational television organizations and activities on the part of member institutions. These studies were combined into a report (attached as Exhibit 21) which was distributed to all groups planning educational television stations. This report has been rather heavily borrowed from by other organizations, as a tribute to its excellence and usefulness.

15. IN-SCHOOL SEMINAR AND WORKSHOP AND SCHOLARSHIP PLANNING COMMITTEES: These two committees have recently screened applicants, respectively, for the NAEB In-School Writers' Seminar and applicants for the NAEB Summer Session Scholarships and the NAEB Second Television Production Workshop. Applicants for the NAEB Television Engineers' Workshop in New York have been screened

by the NAEB Engineering Committee. These procedures are designed to insure the fairest possible treatment in the selection of recipients of all sorts of grants and awards which the NAEB is privileged to handle. (More detailed information regarding these scholarships and workshops may be found elsewhere in this report.)

16. ADVISORY COMMITTEE TO THE PRESIDENT OF THE ETRC:

This Committee, serving to provide advice as requested from delegated representatives of the NAEB, has met twice during the past year with President Harry Newburn. The excellent working team being forged by the cooperative efforts of the two organizations are a tribute to the integrity, understanding and sincerity of all the persons and ideas involved.

G. Staff: Headquarters and Network

During the summer and fall of 1953 the personnel of the entire Headquarters staff changed, and all except two persons on the Network Staff (John Holt and Rosaline Biason) also changed. This period was a difficult one for the new Executive Director. However, the unstinting and patient efforts of Ex-Executive Directors Frank E. Schooley and James S. Miles could always be counted on, and are herewith acknowledged with deep appreciation. Evidences of discontinuity were to be found, as will always be the case in organizations operating on limited budgets and limited salary scales within the framework of an educational institution. However, in most cases they were of minor nature, and were able to be discounted as the year progressed.

At year's end the staff had settled into a hard-working, devoted team, strengthened in February by the addition of Harold E. Hill as Associate Director, to assist the Executive Director in the growing number of projects for which NAEB Headquarters is responsible, in addition to the Network. The budget was further relieved by the teaching of one graduate course at Illinois by the

Executive Director, which made him in effect revenue-producing for the NAEB, since none of this sum (approximately $1,350.00) was retained by him personally (being reimbursed to the NAEB).

As the year ended, the paid staff at work, following several further changes since last summer, was as follows:

Headquarters:

Harry J. Skornia, Executive Director
Harold E. Hill, Associate Director
*Cecil S. Bidlack, Television Engineer
*Don Walker, Placement Service
Winifred Coatney, Secretary
*Cathryn Polanka, Engineering Secretary
Joanne Youngquist, Clerk-Typist

Network:

John Holt, Network Manager
Rosaline Biason, Network Traffic Manager
Glenn Blackburn, Duplicating and Shipping Supervisor
Diane Aronovsky, Duplicator Operator
Christa R. Schneider, Duplicator Operator

On a Regular Consultant or Retainer Basis:

*M. S. Novik, Management-Labor Consultant
Cohn and Marks, Washington Attorneys

H. Budget and Detail Work

As we entered the fall season of 1953, various details, which the pressure of immediate problems had caused to be postponed, were finally undertaken. Attractive NAEB Fellow Certificates (See Exhibit 22) were designed and distributed to those persons who had been selected for the various conferences and seminars held by the NAEB during past years. Business cards for the NAEB officers and wallet-size membership cards for NAEB affiliate members (See Exhibit 23) were designed and printed. Careful investigation of the new postal rates, with design of proper labels and shipping cartons and procedures to result in maximum economy, as well as simplification of mailing procedures in general, were instituted.

* From FAE funds

A system of monthly account checking and posting was instituted, together with quarterly fiscal reports to the Board of Directors. In this connection the business training of the new Associate Director was of inestimable value. The phone arrangement was simplified for greater efficiency and economy; rewiring of the Headquarters Office space eliminated the need for the numerous and sometimes dangerous extension cords. Improved shelving and filing and storage systems were added. All conditions were developed, as far as possible within the space available, to make for more desirable and more efficient working conditions.

III. SERVICES MADE POSSIBLE BY FAE GRANTS

A. TV Engineering Service

An NAEB Television Engineer, with supporting secretary and expenses, assumed his duties July 1, 1954 to provide the critically needed help which educational stations, which are usually technically understaffed, so often need but can't afford, particularly as they move into the new area of television.

The report of this project to date is herewith presented in two sections as follows:

GENERAL STATEMENT:

The Television Engineering Service of the National Association of Educational Broadcasters was inaugurated on July 1 when Cecil S. Bidlack reported at NAEB Headquarters and became its first Television Engineer. This position is wholly supported by FAE.

Mr. Bidlack has been a member of the radio engineering staff (WTAM) and a technical director on the television engineering staff (WNBK) of the National Broadcasting Company in Cleveland. He has been actively engaged in television work since May of 1948 when he went to NBC in New York for television training. In New York he participated in studio and field television operations including the 1948 political conventions in Philadelphia.

He is not new in the educational broadcasting field, having been Technical Supervisor of WOSU, the Ohio State University station, for eleven years prior to moving to Cleveland in 1938. He graduated with an Electrical Engineering degree from Ohio State University. He is married, and has two sons. He has already purchased a home in Champaign, in order to insure having a settled approach to the new position and service.

One of Mr. Bidlack's first functions was a trip to the New York area to complete arrangements for the NAEB Television Engineering Workshop to be held October 19-27 inclusive. This involved personal contacts with

representatives of the Radio Corporation of America in Camden, New Jersey; General Precision Laboratory, Incorporated in Pleasantville, New York; the Allen B. DuMont Laboratories, Incorporated in Clifton, New Jersey; the National Broadcasting Company and the Columbia Broadcasting System in New York City. These companies are cooperating fully in the program of the workshop which will give those attending the latest technical information on the theory, operation, and maintenance of television equipment, as well as providing the opportunity to meet and work with fellow engineers in educational television. This exchange of ideas, and the discussion of individual problems encountered with their solutions, should be a very valuable part of the workshop program. The workshop will overlap the NAEB Convention by one day and permit workshop students to meet Officers and Directors of NAEB as well as giving them the opportunity, seldom offered, to attend the Convention at small cost to themselves or the institution they represent. We have had many comments to the effect "that it is about time something was being done for the engineers."

The program of the workshop has been included in Exhibit 24 of this report, together with a list of the successful candidates selected by the NAEB Engineering Committee.

While on this trip east, Mr. Bidlack visited WGBH and the upcoming WBGH-TV in Boston. He went over studio plans in detail with Hartford Gunn, Jr., Assistant Manager for Operations, who reports that a number of Mr. Bidlack's suggestions were passed on to the architects for WGBH-TV. On the return trip he made a stopover in Pittsburgh to observe the operation of WQED, see their facilities and give whatever advice was requested.

On August 11, the NAEB-TV Engineer met with Mr. Carl Menzer, Chairman of the NAEB Engineering Committee, at Iowa City to make final selections of applicants for the TV Engineering Workshop. On the following day, Mr. Bidlack

accompanied Mr. Menzer, at his request, to a meeting of a sub-committee of the Iowa Joint Committee for Educational Television which was working out a "minimum package" for educational television in Iowa. On this trip he inspected the facilities of WSUI; the State University of Iowa closed circuit television studio at Iowa City; WOI-TV and WOI at Ames, Iowa; and the facilities of WHA-TV and WHA in Madison, Wisconsin. On August 27, Mr. Bidlack appeared on the program of the NAEB Production Workshop at East Lansing. His topic was "What the Educational Producer Should Know About Television Engineering". He also visited WKAR-TV and WKAR in East Lansing, and WCET in Cincinnati to observe operation and see their facilities, and stopped in Columbus for a conference with R. C. Higgy regarding WOSU-TV facilities. WOSU-TV has requested Bidlack's services for staff training when it is ready to go on the air late this fall.

Requests for information on film scanning equipment from the University of Alabama, and for data on studio switching systems from WKAR-TV at Michigan State College have been received and information supplied. However, since considerable time is required to build up engineering reference material of this nature, better handling of such requests will be possible as time goes on.

In addition to his duties as NAEB Television Engineer, Mr. Bidlack has taken over supervision of the technical problems of the NAEB Tape Network. It is believed that a small amount of time spent in supervision of the operation and maintenance of the Multitape Duplicators, will be highly effective in keeping the technical standards of the tape network on a high plane.

The above will give some idea of the scope of the Engineering Service to date. Data is being compiled on technical facilities of existing educational television stations as the NAEB Television Engineer visits the operating stations and observes their operation. A tentative form for this data is included as Exhibit 25 . These visits also give Mr. Bidlack ideas and suggestions

on how the Engineering Service can be of help to educational television generally. The Engineering Workshop should also be helpful in planning how to be of further service.

Mr. Bidlack has plans to conduct a survey of engineering department salaries, working conditions, etc. of member stations. He has begun a column in the NAEB monthly Newsletter: "Technical Tips" in which he hopes to provide technical information which will be useful to educational television station engineers. After observing a few stations in operation, he has plans for some articles on station operation which should be of help in improving operation and picture quality.

Secretarial duties of the Engineering Service are very capably handled by Miss Cathryn Polanka, who graduated with a B.S. in Education and with a major in commerce from Southern Illinois University at Carbondale, Illinois in June, 1953. She was a secretary in the Registrar's Office at Southern Illinois University and taught commercial subjects at Mt. Pulaski High School last year before coming to the NAEB.

FISCAL STATEMENT:

Of the $30,000.00 made available for the first year's operation of the Television Engineering Service, the expenses indicated below had been incurred as of September 1, 1954:

Salaries.....	$2,857.28
Office Supplies and Expense..	713.57
Travel.....	508.57
Equipment.....	767.08
Total.....	$4,846.50

B. Placement Service

On May 1, 1954, an educational television and radio placement, personnel and job analysis and classification office was established, the NCCET, JCET, ETRC, and all other organizations concerned having agreed that this is one of the many services which the NAEB is the natural organization to carry out.

Herewith, in two parts, a statement of the activities of this office to date:

GENERAL STATEMENT:

The National Association of Educational Broadcasters Educational Television and Radio Placement Service, a free service, was made possible by a grant from the Fund for Adult Education. Don Walker, formerly assistant office supervisor of the University of Illinois Health Service was named to direct the activities of this newly created function of the National Association of Educational Broadcasters.

The Placement Service is located in 14 Gregory Hall, Urbana, Illinois, where the national headquarters for the National Association of Educational Broadcasters are quartered.

On March 26 in the letter of transmittal for the grant, Martha C. Howard, Assistant to the President of the Fund for Adult Education, stated, "This service by the Association will be made generally known both among its member stations and others, and inquiries from all sources, whether National Association of Educational Broadcasters members or not, concerning personnel will be given full attention."

When the Placement Service first started, NAEB asked the National Citizens Committee for Educational Television and the Joint Committee for Educational Television if they would send NAEB their job applicant files. These were received. All former applicants who had advertised in the NAEB Newsletter, all applicants registered with the National Association of Educational Broad-

casters, National Citizens Committee on Educational Television, and the Joint Committee on Educational Television were written to introduce the new service and to find out if they were still looking for new positions. The response was gratifying. Approximately 200 persons submitted letters of application. Meanwhile our member stations were circularized with a statement that we were officially opened and that we would be glad to be of service at the first possible opportunity.

Applications started coming in at a rapid rate from the very beginning. Producer-director applicants are in the majority, while technical applicants such as video operators, engineers, etc. are lacking. The educational broadcasting stations which have positions open are slowly but surely coming to the National Association of Educational Broadcasters Placement Service for personnel needs.

Applications range from men and women with a great deal of education and experience to the novice just out of trade school or college with very little if any experience. Some of them ask advice on how to apply, where to attend school, what the salary ranges are and what part of the country is the most receptive to educational broadcasting.

In the beginning, the applicants were asked to submit a data sheet so that the Placement Service could have information about them in its main file. Later, after analysis of the data sheets submitted, a trip to various Chicago employment agencies was made by Mr. Walker. With the information received from the data sheets, the Chicago trip, and facilities of the University of Illinois Library, Mr. Walker devised a set of permanent forms for the Placement Service.

Although the final results of these forms are yet to be tabulated, there seems to be a minimum of errors. Small "bugs" as are found in new model cars or airplanes have been found, but in general, the forms are standing up well.

Some educational stations have asked the Placement Service about job classifications, analysis, duties, wages, etc. All these questions from both prospective employers and employees have had to be answered rather vaguely so far. The future of the Educational Television and Radio Placement Service seems bright; and it is traveling in the right direction from all indications, but there still is not enough experience behind this type of agency to justify any definite answers. The Placement Service has not been "in business" long enough to gather significant statistics.

At the present time, there are approximately 350 persons, looking for new positions in educational broadcasting, listed with the new NAEB Placement Service. It is difficult to say how many persons have so far been placed in educational broadcasting through us. Although attempts have been made to keep track of the positions filled through Placement Service, the results of our placement sometimes do not reach our office until the position has been filled for several weeks. Forms have been devised to take care of this need, but it will still be several months before we will be able to count upon full cooperation from all stations and applicants to report to us the outcome and details concerning their employment.

The Placement Service has on file many letters congratulating and sincerely commending the Fund for Adult Education and the National Association of Educational Broadcasters for instituting a Placement Service which has consolidated the placement and personnel classification functions which were handled formerly by a variety of organizations. Morale among the applicants is beginning to be better because instead of having to file in many locations, and checking with various agencies, and stations, they can accomplish the same means by filling out the Placement Service's forms.

Even though the NAEB Placement Service keeps on file all the confidential information required by prospective employers, NCCET and JCET are being sent what the Placement Service calls "quick files". These consist of 3" x 5" duplicates which list the job applicant's name, type of position wanted, location desired, and the minimum salary acceptable.

Within the next two weeks, the first of a series of confidential questionnaires will be sent to the member stations of the National Association of Educational Broadcasters. These forms will be devised so that information concerning job classifications, salaries, duties, etc., can be compiled, and published in some form. These forms, like others we have sent during the summer season, should bring results which can be tabulated during the latter part of November.

Placement Service forms are attached as Exhibit 26.

FISCAL STATEMENT:

Of the $7,000.00 made available for the first year's operation of the Placement Service the expenses indicated below had been incurred as of September 1, 1954:

Salaries	$1,560.00
Office Supplies and Expense	345.44
Travel	25.00
Equipment	600.85
Printing of Placement Forms	970.80
Total	$3,502.09

C. Management Consultant Service

The NAEB has for some years had legal counsel in Washington, so far unpaid, because of a shortage of funds, although a modest fee is to be paid them this year by action of the Board of Directors. It now has a Management Consultant whose services are available without charge to member stations.

During the past year, when questions regarding union, clearance and other management problems began to come in to our various organizations, discussions were held to determine who might best handle this service. The responsibility having been determined to be within the general framework of association-type functions, of the sort generally performed by the NAEB, the FAE generously made a grant for this purpose. Mr. M. S. Novik, well-known New York Radio-Television Consultant, with close and friendly contacts with most unions, to many of whom he has served as Consultant, was secured for this purpose. Herewith, the report of the operation of this service, which is available without charge to new and prospective educational stations, the ETRC, JCET, and NCCET, as well as to NAEB member stations. (This pattern applies equally to the Placement and Engineering Services, above.)

GENERAL STATEMENT:

As became obvious in sometimes heated discussions with various television station and Television Department directors concerned, this area is extremely sensitive. Many operations, particularly in certain areas of the South, have no union problems, and were fearful that the NAEB's concern, and the securing of Mr. Novik's services, might cause various unions to move into an area which they had heretofore not concerned themselves with. The long experience and skill of Mr. Novik seem now to have convinced most or all of them that this would not occur, and it definitely hasn't.

However, on one point Mr. Novik at the outset pointed out what he thought was unwise procedure in various areas where fund drives and community committees

and organizations were being set up. In some, labor was not represented at all. In most, labor was not adequately represented to give it generally a proprietary interest so that unions would speak for these television stations, as a part of them, rather than as outsiders coming to the station as the source of funds or benefits. In our opinion the prompt steps taken in most communities to correct this situation, once it was adequately explained by Mr. Novik, are the most significant results of his work so far.

Another achievement, second only to the above, was securing recognition of educational television's need for a special status, quite different from that of commercial television. This recognition had to be achieved promptly at the national level in time for this national philosophy to help take the pressure off in local areas like St. Louis, where local chapters of the IBEW and IATSE particularly appeared likely to insist on conditions which

1) would seriously cripple the educational or community television station financially, and

2) might set a dangerous precedent nationally.

The fact that this recognition was achieved, and was brought about soon enough to secure far more advantageous contracts in St. Louis than it was at first feared, is extremely gratifying. Quoting from Mr. Novik's report on the St. Louis situation:

"It seemed to me that the best way to solve the St. Louis problem was to try to get recognition on a national level by IBEW and IATSE of the special consideration due non-commercial, educational television stations. After many private discussions the national leadership of IBEW and IATSE formally adopted that policy, with local contracts to be negotiated on the local level. That, it seemed to me, accomplished the overall objective we were seeking and gave the protection that some of the local groups wanted."

Commenting on the outcome in the St. Louis situation, Mr. Richard Goggin, on August 12, 1954 wrote:

"I am sure that you received a copy of the IBEW contract I sent to you. We did not settle on a specified number of people in each salary bracket, but we do have in the contract, as you know, a sliding salary scale based on experience, and the top salary figure is appreciably below the minimum in town...."

In addition to St Louis, Mr. Novik's assistance was provided, by telephone and/or correspondence, in San Francisco, Los Angeles, Pittsburgh and Houston. Advice and guidance have also been provided informally to others, principally but not solely NAEB members, who have asked for background and guidance in this area.

It will be noted that Mr. Novik's services have not been generally requested by university-owned or affiliated stations. In this area he and the NAEB have (it appears successfully) assumed continuance into TV of the extremely friendly working arrangements and understandings developed by the NAEB and its members with the AFM and AFTRA as well as the technical unions. It was because of this general situation that the fears expressed at the outset, lest a problem be created where none had existed, came mostly from University representatives in less heavily unionized areas than St. Louis, Pittsburgh, Los Angeles, San Francisco, or Chicago. It is also the reason why no press release was issued announcing Mr. Novik's new duties: it was felt that to do so would be likely to create a stir, or attract interest and attentions which would be undesirable.

In his report on his discussions with Mr. Kenneth Yourd, of the ETRC, with which we have asked that he keep in close touch to insure careful coordination of effort, Mr. Novik states:

"His (i.e. Mr. Yourd's, for the ETRC) immediate problems are 1) to get permission from AFTRA to repeat some of the programs on the stations, and

2) to get a substantial reduction in the rates charged for performances. The goal is to get AFTRA on a national level to give special consideration to non-commercial, educational television stations.

"The only other craft to be covered would be the musicians. It seems to me that in the coming months we must try to evolve a national policy with the American Federation of Musicians. I am hopeful that they, too, will follow in the footsteps of IBEW and IATSE."

(Parenthetically, the present stage of negotiations seems to indicate less willingness than we had hoped on the part of certain unions to grant to the ETRC the concessions accorded NAEB and NAEB members, whose impoverishment and miniscule budgets have had over a quarter of a century to attain recognition. It is our hope that, with coordinated efforts, equally or nearly equally favorable operating conditions may be attained for the ETRC).

In conclusion, Mr. Novik's problem has been to help those in trouble without in any way endangering the status of those now enjoying security, immunity or most-favored status, and to prevent the development of any false impressions which would lead any unions, at any level, to believe that either the ETRC, the NAEB or member stations are now or will in the future be so prosperous that they will not need all possible union concessions, cooperation and understanding.

FISCAL STATEMENT:

Of the $7,000.00 made available for one year's operation of the Management Consultant Service the expenses indicated below had been incurred as of September 20, 1954:

Consultant fees for Mr. Novik.....	$1,250.00
Office expense.....	39.98
Travel.....	210.99
Total	$1,500.97

D. Workshops, Seminars, Scholarships

1. NAEB EDUCATIONAL TELEVISION SEMINAR (LINCOLN LODGE) - During the week of June 21-27, 1953, 45 educational broadcasters met at the University of Wisconsin to "clarify and appraise the contribution that educational television stations can make to the service of the American people".....Three general subject areas were considered by the seminar: 1) the role of educational television stations; 2) the nature and needs of the television audience; and 3) the resources from which educational television programs may be developed to meet these needs. (For the published report of this seminar, see Exhibit 27.)

2. THE FIRST NAEB EDUCATIONAL TELEVISION PRODUCTION WORKSHOP - This workshop was held at the University of Illinois, August 29 to September 19, 1953, for men and women who were, or soon would be, responsible for producing and directing educational television programs, whether over the facilities of television stations owned and operated by educational institutions, over the facilities of co-operating commercial stations, or on kinescope recordings. Seventeen "students" attended this concentrated three-week workshop conducted by Mr. Rudy Bretz, television consultant, and Professor Edward Stasheff, University of Michigan. (The published report of this workshop is attached as Exhibit 28.)

3. NAEB EDUCATIONAL TELEVISION STATION MANAGEMENT SEMINAR - This seminar, attended by 19 persons from the management level of stations operating or planning to operate television facilities, was held at Iowa State College, August 30 to September 5, 1953. A report on this seminar, in dittoed form, was provided earlier by Richard B. Hull.

4. NAEB SCHOLARSHIPS - During the summer of 1954, thanks to a grant from the FAE, the NAEB was able to administer scholarship grants of $150.00 to each of 20 men and women engaged in educational broadcasting to allow them to

attend television workshops and/or regular university and college summer sessions where they might take advanced work in television courses. (The list of winners of these scholarships together with the announcement for these scholarships and the two workshops described below, is attached as Exhibit 29.)

Although the final reports of all scholars are not yet in, the list (in Exhibit 29) of those candidates approved (from the 24 applicants) for this study, together with the institutions they elected to attend, will indicate wide distribution. Asterisks indicate those from whom final reports are already available. Of the $6,300.00 granted for this purpose, a total of $3,036.51* was expended. It is our hope, as will be taken up later in separate memoranda, that this balance may be made available for carry-over to next year so that plans can be formulated and announcements issued in time to provide for better-organized handling than was this year possible. These delays were in no wise the fault of the FAE, whose promptness, counsel and understanding, particularly in this project, are most gratefully acknowledged.

5. SECOND NAEB EDUCATIONAL TELEVISION PRODUCTION WORKSHOP - Twenty-six men and women responsible for the production and direction of educational television programs attended this second production workshop, held August 23 to September 10, 1954, at Michigan State College, and conducted by Mr. Bretz and Professor Stasheff. The report of this workshop is in preparation and will be forwarded separately upon completion. (A workshop schedule and roster of participants is attached as Exhibit 30.) (The final financial report will not be available until final bills are in.)

6. NAEB EDUCATIONAL TELEVISION ENGINEERING WORKSHOP - This workshop is being held in the New York area, October 19-27, 1954. Twenty-six engineers from stations operating or planning educational television facilities will attend this workshop, which will include tours of RCA, GPL, DuMont, NBC, and CBS plants and facilities. (See Exhibit 24 earlier referred to.)

*Of the 20 scholars ($3,000.00) one returned an unexpended $31.23. NAEB administrative expenses so far have totalled only $67.74.

E. Grants-in-Aid

For three years the NAEB, with funds provided by the Fund for Adult Education (for the last two years through the ETRC), has been making Grants-in-Aid to educational radio and television stations to enable them to produce outstanding content-oriented programs. These programs are subsequently carried on educational stations throughout the country through the facilities of the NAEB Network and the ETRC. During the first two years (1952-53 and 1953-54) a total of $67,300.00* was granted to 15 radio stations for programs totalling 84 hours and 30 minutes of program time. (In addition, there are still several series of programs to be submitted by the University of Chicago for consideration by the Network Acceptance Committee.) The grants for television programs totalled $87,500.00* for the same period. Television grants were made to 12 institutions for a total of 82 hours and 15 minutes of programming. The radio programs resulting from the 1952-53 grants have been carried by an average of 67 stations on the NAEB Network. Most of the programs from the 1953-54 grants are now being processed by the Network Acceptance Committee, and a report will not be available until later. (More complete information about the individual grants may be found in Exhibit 31.) (The applications for 1954-55 grants-in-aid, which will be in radio only, the ETRC now handling television grants directly, have been processed by a special NAEB committee and the list of grantees, together with a copy of the Grants-in-Aid Announcement, may be found in Exhibit 32.)

*These two sums, plus the $5,200.00 NAEB expense of administration, give the $160,000.00 total granted originally from FAE funds for this period.

The number of applications for Grants-in-Aid over the three-year period is broken down in the table below:

1952-53:	
Radio	36
Television	21
Radio and Television Combined	7
Total	64
1953-54:	
Radio	18
Television	17
Total	35
1954-55:	
Radio only	32

In addition to the above regular grants-in-aid, the NAEB in 1953 took over for the FAE, at the latter's request, administration of a program grant of $30,000.00 to KPFA, the Pacifica Foundation. The status of programs secured under this grant, for 45-50 hours of programs for the NAEB Network, is indicated in Exhibit 33. It now appears that this project may be satisfactorily completed in spite of the many crises and delays which have beset it.

The principle behind the grant-in-aid as an incentive to self-help for the development of indigenous resources across America can not be over-emphasized. Some of the grants have admittedly not resulted in usable materials. But in most cases the incentive and momentum provided, and the value to educational broadcasting of the products, have more than justified this type of grant.

F. Television Monitoring Studies:

Since January, 1951, the NAEB has conducted seven television monitoring studies, designed to show program content on commercial television stations. The following studies have so far been conducted. (Person(s) conducting the study and preparing the report are shown in parentheses):

#1 - New York Television - January 4-10, 1951 (Dallas W. Smythe)

#2 - Los Angeles Television - May 23-29, 1951 (Dallas W. Smythe and Angus Campbell)

#3 - Chicago Summer Television - July 30-August 5, 1951 (Donald Horton, Hans O. Mauksch and Kurt Lang)

#4 - New York Television - January 4-10, 1952 (Dallas W. Smythe)

*#5 - New Haven Television - May 15-21, 1952 (Dallas W. Smythe)

#6 - Three Years of New York Television - January 4-10, 1951; 1952; and 1953 compared (Dallas W. Smythe)

#7 - Four Years of New York Television - January 4-10, 1951; 1952; 1953; and January 25-31, 1954 compared (Purdue Opinion Panel: Dr. H. H. Remmers)

Reports of these studies are attached as Exhibits 34 through 39.

Demand for these studies for media research projects throughout the world attests to their unique value as the only consistent benchmark record of the evolution of television programming in America from its beginning through the present day.

* Not an FAE Grant Project

IV. CONCLUSION

No one who is not in close contact with the day-to-day activities of the NAEB Headquarters and Network Office, where committee reports, requests for information and advice, complaints and occasional words of praise converge, can realize the variety, scope or significance of the operation which foundation aid largely has enabled the NAEB to launch on the American Communications scene. Perhaps the principal problems are the multiplicity of daily deadlines which make interruptions sometimes extremely important, together with problems of inadequate space and staff, as judged by usual standards. For the NAEB central office is a combination of an editing, drafting, reporting and writing center, as well as of the operational type of service, with its hundreds of rush telegrams, emergency phone calls and other deadline crises of the type radio and television know so well. These pressures make difficult the reflection, adequate reporting and liaison, and long-term planning which should be available.

Nevertheless, as the 1953-54 fiscal year ended, the functions of the NAEB began to become increasingly sharply defined. (See "Policy Statement Draft," attached as Exhibit 40 and Comments of the NAEB on Policy Questions of Robert Calkins, Exhibit 41.) This increased clarification was being gradually achieved in the service areas referred to above. The NAEB is now indisputably the recognized professional or "trade" association in educational radio and television. It is only in certain peripheral regions that the situation is not yet clarified, and with the steps being taken month by month even these areas are becoming more clearly defined---as sharply defined as the pressures of the times make possible, in any case.

Although no one can predict with certainty (as retrospective consideration of early statements by some of the wisest minds available, outlining early requests of the NAEB to the FAE and other Foundations so well illustrate)

the exact future of the NAEB, it becomes increasingly clear that, if what appear to be fundamental services are to be maintained, the need for a permanent annual operational budget of something of the magnitude of the present one ($150,000.00 or slightly more) must be faced, with special grants from time to time for special projects. Some of this sum can be secured on a self-liquidating or revolving fund basis, with fees and charges carrying at least a portion of this load. A portion of this budget will have to come from outside sources, however.

Firmer predictions of a fiscal nature in this area can not be attempted by the present writer. An illustration of why is available in such instances as these: during a single week last month, news of new jeopardies to at least three educational and community television stations plans was received, one of our member (FM) stations turned in its license, five stations cancelled their network memberships as fees were again raised, and two stations indicated doubt as to their ability to pay this new schedule of assessment fees. On such a base, completely firm predictions are impossible.

Nevertheless, it would appear that just as education generally is not self-supporting and educational broadcasting will always need outside support, as a legitimate educational expense, so will the association of educational broadcasters, for the foreseeable future. The financial status of all but a very small number of members is too insecure at the moment to expect them to increase their share of the financial burden of the expenses of the NAEB much farther than is now scheduled. Rather it is likely that during at least the next four or five years many members will need to rely even more heavily on the Association, if the storms buffeting plans for an adequate educational broadcasting service are not to sweep it away.

As will be found as a positive statement of this writer in Exhibit 41 it seems to us essential that educational television be considered as a legitimate regular curricular expense and tool, as definitely budgetable as teachers' salaries, books, paper, electricity, or any other expense, in the scheme of American education. The fact that this status was never achieved for radio should not deter us in our efforts on behalf of workers and budgets for both. This will be one of the NAEB's objectives, at least, for the next several years; to advance this philosophy wherever and whenever possible.

In view of the "crisis at the crossroads" which now prevails in education as well as in educational television, foundation support for the NAEB and projects to further educational broadcasting is expected to be necessary for some time, on a considerable scale. It is not felt that any apology should be necessary for the fact that the NAEB, as a responsible educational force, will continue to place the legitimacy of educational needs ahead of the question of whether or not an individual project can be made self-supporting. If the NAEB did not take this view, it might as well retreat from the communications area and leave it to commercial groups in which self-support is a primary consideration. And if America is to have a truly alternative or supplementary television and radio service, it is not believed likely that this will be allowed to occur.

The NAEB therefore is both confident and respectful of the future, and proud of its last few years and months as it respectfully submits this report and expresses, once again, its sincere appreciation for the support and tireless understanding of the Fund for Adult Education.

Respectfully submitted on behalf of
President Graydon Ausmus and the
NAEB Board of Directors

H. J. Skornia
Executive Director
September 20, 1954
Urbana, Illinois

LIST OF EXHIBITS

* 1. NAEB Newsletter (August, 1954)

* 2. List of Materials sent with the Newsletter since July, 1953

3. NAEB Television Program Proposal

* 4. NAEB Descriptive Statement

* 5. Honorary Membership Certificate

* 6. Series Distributed by the NAEB Tape Network and Their Utilization with Supplement #1

* 7. Table I: Number of Series and Network Hours from Various Sources

Table II: Number of Series and Network Hours per Type of Program

8. Proposal Regarding Distribution of Programs Via Commercial Stations (Letter to Richard Bell)

* 9. Television Equipment, Engineering Committee Report #1.

*10. Motion Pictures and Kinescope Recording for Educational Television, Engineering Committee Report #2

*11. Operating Techniques for Video Recorders, Engineering Committee Report #3

*12. Engineering Operations Problems Based on Three Years of (TV) Operation, Engineering Committee Report #4

*13. The Theory of Video Recording, Engineering Committee Report #5

*14. NAEB Tape Recording, Engineering Committee Report #6

*15. NAEB Report on the Characteristics of Recording Tape, (Confidential) Engineering Committee Report #7

*16. In-School Program Committee Report

*17. A Financial Analysis of 54 Educational Stations, by Raymond D. Cheydleur

*18. NAEB Coverage Map

*19. Survey of Population Coverage of NAEB Member Stations

*20. Interviewer Manual (Research Committee Report #1)

*21. Survey of Educational Television Stations (Television Operations Committee Reports #1-7)

LIST OF EXHIBITS (con't)

*22. NAEB Fellow Certificates
The First Allerton Seminar on Educational Broadcasting
The Second Allerton Seminar on Educational Broadcasting
The Third Allerton Seminar on Public School Broadcasting
The Lincoln Lodge Seminar on Educational Television
The Television Station Management Seminar
The First Television Production Workshop
The In-School Writers' Seminar

*23. NAEB business cards and Affiliate membership card

24. Roster of Participants and Schedule - TV Engineering Workshop

25. NAEB Technical Facilities Questionnaire

*26. Placement Service Forms

*27. Lincoln Lodge Seminar on Educational Television

*28. Report of 1953 NAEB Educational TV Production Workshop

29. Scholarship Award Winners and Announcement of Scholarships and Workshops

30. Roster of Participants and Schedule - 1954 Production Workshop

31. Grants-in-Aid, 1952-53 and 1953-54

32. 1954-55 Grants-in-Aid Announcement and List of Recipients

33. KPFA - Pacifica Foundation

*34. thru 39. TV Monitoring Studies
New York (Nos. 1 & 2)
Los Angeles
Chicago
New Haven
Three Years of New York TV
Four Years of New York TV

*40. NAEB Policy Statement: Draft

*41. Comments of the NAEB on Policy Questions of Robert Calkins

*42. Ways of Mankind, Preliminary Report, San Bernardino Community Education Project

*43. Television Script Master Pierre Patelin (Sample of TV scripts distributed as models and samples)

* These Exhibits included only with the first copy of the Report.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.